DOCUMENT RESUME

ED 108 879 SE 019 049

AUTHOR	Mehne, Paul R.; Goulard, Cary J.
TITLE	Environmental Attitudes Semantic Differential.
REPORT NO	AMS-G1/B-MOD-1M
PUB DATE	73
NOTE	15p.
EDRS PRICE	MF-$0.76 HC-$1.58 PLUS POSTAGE
DESCRIPTORS	*Attitudes; Conservation Education; *Environment; Environmental Education; *Environmental Influences; *Evaluation; *Measurement Instruments; Natural Resources; Questionnaires; Science Education
IDENTIFIERS	Environmental Attitudes

ABSTRACT

This booklet is an evaluation instrument which utilizes semantic differential data to assess environmental attitudes. Twelve concepts are included: regulated access to beaches, urban planning, dune vegetation, wetlands, future cities, reclaiming wetlands for building development, city parks, commercial development of beaches, existing cities, planned management of wetlands, planned use of coastal zone, and unprotected beaches. Each of the concepts is rated on a seven point scale, the middle point being neutral. The scales consist of two words such as strong and weak, with seven spaces between them. The participant is asked to mark an "x" according to how he feels the concept at the top of the page relates to the scale. The ten scales used to rate the concepts are: complex - simple, unimportant - important, strong - weak, dirty - clean hard - soft, active - passive, beautiful - ugly, pleasant - unpleasant, bad - good, and Stable - changeable. (Author/TK)

****
* Documents acquired by ERIC include many informal unpublished *
* materials not available from other sources. ERIC makes every effort *
* to obtain the best copy available. nevertheless, items of marginal *
* reproducibility are often encountered and this affects the quality *
* of the microfiche and hardcopy reproductions ERIC makes available *
* via the ERIC Document Reproduction Service (EDRS). EDRS is not *
* responsible for the quality of the original document. Reproductions *
* supplied by EDRS are the best that can be made from the original. *
****

ED108879

AMS-G1/B-MOD-1M: ENVIRONMENTAL ATTITUDES SEMANTIC DIFFERENTIAL

NAME: _____

CLASS OR ORGANIZATION: _____

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

"PERMISSION TO REPRODUCE THIS COPYRIGHTED MATERIAL HAS BEEN GRANTED BY

Paul R. Mehne
Cary J. Goulard

TO ERIC AND ORGANIZATIONS OPERATING UNDER AGREEMENTS WITH THE NATIONAL INSTITUTE OF EDUCATION. FURTHER REPRODUCTION OUTSIDE THE ERIC SYSTEM REQUIRES PERMISSION OF THE COPYRIGHT OWNER."

© 1973 by Paul R. Mehne & Cary J. Goulard

SE019 049

DIRECTIONS

The purpose of this study is to measure what certain things mean to you by having you judge them against a series of descriptive scales. On each page of the booklet you will find a different concept to be judged and below it a set of scales. You should rate each of the scales in order.

Here is how you should use these scales:

If you feel that the concept at the top of the page is very closely related to one end of the scale, you should place your check-mark as follows:

fair _X_ : ____ : ____ : ____ : ____ : ____ : ____ unfair

fair ____ : ____ : ____ : OR : ____ : ____ : _X_ unfair

If you feel that the concept is quite closely related to one or the other end of the scale (but not extremely), you should place your check-mark as follows:

strong ____ : _X_ : ____ : ____ : ____ : ____ : ____ weak

strong ____ : ____ : ____ : OR : ____ : _X_ : ____ weak

If the concept seems only slightly related to one side as opposed to the other side (but is not really neutral), then you should check as follows:

active ____ : ____ : _X_ : ____ : ____ : ____ : ____ passive

active ____ : ____ : ____ : OR : _X_ : ____ : ____ passive

If you consider the concept to be neutral on the scale, both sides of the scale equally associated with the concept, or if the scale is completely irrelevant, unrelated to the concept, then you should place your check-mark in the middle space:

safe ____ : ____ : ____ : _X_ : ____ : ____ : ____ dangerous

IMPORTANT: (1) Place your check-mark in the middle of the spaces, not on the boundaries:

This Not This

____ : ____ : ____ : _X_ : ____X____ : ____

(2) Be sure you check every scale for every concept--do not omit any.

(3) Never put more than one check-mark on a single scale.

Work at fairly high speed through this test. Do not worry or puzzle over individua items. It is your first impressions, the immediate "feelings" about the items, tha we want. On the other hand, please do not be careless, because we want your true impressions.

REGULATED ACCESS TO BEACHES

Strong	_____:_____:_____:_____:_____:_____:_____	Weak
Important	_____:_____:_____:_____:_____:_____:_____	Unimportant
Unpleasant	_____:_____:_____:_____:_____:_____:_____	Pleasant
Bad	_____:_____:_____:_____:_____:_____:_____	Good
Passive	_____:_____:_____:_____:_____:_____:_____	Active
Soft	_____:_____:_____:_____:_____:_____:_____	Hard
Dirty	_____:_____:_____:_____:_____:_____:_____	Clean
Simple	_____:_____:_____:_____:_____:_____:_____	Complex
Stable	_____:_____:_____:_____:_____:_____:_____	Changeable
Ugly	_____:_____:_____:_____:_____:_____:_____	Beautiful

URBAN PLANNING

Weak	_____:_____:_____:_____:_____:_____:_____	Strong
Beautiful	_____:_____:_____:_____:_____:_____:_____	Ugly
Unimportant	_____:_____:_____:_____:_____:_____:_____	Important
Clean	_____:_____:_____:_____:_____:_____:_____	Dirty
Bad	_____:_____:_____:_____:_____:_____:_____	Good
Changeable	_____:_____:_____:_____:_____:_____:_____	Stable
Soft	_____:_____:_____:_____:_____:_____:_____	Hard
Complex	_____:_____:_____:_____:_____:_____:_____	Simple
Unpleasant	_____:_____:_____:_____:_____:_____:_____	Pleasant
Active	_____:_____:_____:_____:_____:_____:_____	Passive

DUNE VEGETATION

Hard	_____:_____:_____:_____:_____:_____:_____	Soft
Passive	_____:_____:_____:_____:_____:_____:_____	Active
Clean	_____:_____:_____:_____:_____:_____:_____	Dirty
Bad	_____:_____:_____:_____:_____:_____:_____	Good
Strong	_____:_____:_____:_____:_____:_____:_____	Weak
Simple	_____:_____:_____:_____:_____:_____:_____	Complex
Soft	_____:_____:_____:_____:_____:_____:_____	Hard
Unimportant	_____:_____:_____:_____:_____:_____:_____	Important
Stable	_____:_____:_____:_____:_____:_____:_____	Changeable
Beautiful	_____:_____:_____:_____:_____:_____:_____	Ugly

WETLANDS

Changeable	_____:_____:_____:_____:_____:_____:_____	Stable
Active	_____:_____:_____:_____:_____:_____:_____	Passive
Complex	_____:_____:_____:_____:_____:_____:_____	Simple
Weak	_____:_____:_____:_____:_____:_____:_____	Strong
Unimportant	_____:_____:_____:_____:_____:_____:_____	Important
Beautiful	_____:_____:_____:_____:_____:_____:_____	Ugly
Dirty	_____:_____:_____:_____:_____:_____:_____	Clean
Unpleasant	_____:_____:_____:_____:_____:_____:_____	Pleasant
Good	_____:_____:_____:_____:_____:_____:_____	Bad
Soft	_____:_____:_____:_____:_____:_____:_____	Hard

FUTURE CITIES

Complex	_____:_____:_____:_____:_____:_____:_____	Simple
Unimportant	_____:_____:_____:_____:_____:_____:_____	Important
Strong	_____:_____:_____:_____:_____:_____:_____	Weak
Dirty	_____:_____:_____:_____:_____:_____:_____	Clean
Hard	_____:_____:_____:_____:_____:_____:_____	Soft
Active	_____:_____:_____:_____:_____:_____:_____	Passive
Beautiful	_____:_____:_____:_____:_____:_____:_____	Ugly
Pleasant	_____:_____:_____:_____:_____:_____:_____	Unpleasant
Bad	_____:_____:_____:_____:_____:_____:_____	Good
Stable	_____:_____:_____:_____:_____:_____:_____	Changeable

Changeable	_____:_____:_____:_____:_____:_____:_____	Stable
Weak	_____:_____:_____:_____:_____:_____:_____	Strong
Important	_____:_____:_____:_____:_____:_____:_____	Unimportant
Hard	_____:_____:_____:_____:_____:_____:_____	Soft
Passive	_____:_____:_____:_____:_____:_____:_____	Active
Bad	_____:_____:_____:_____:_____:_____:_____	Good
Complex	_____:_____:_____:_____:_____:_____:_____	Simple
Beautiful	_____:_____:_____:_____:_____:_____:_____	Ugly
Dirty	_____:_____:_____:_____:_____:_____:_____	Clean
Pleasant	_____:_____:_____:_____:_____:_____:_____	Unpleasant

CITY PARKS

Bad	_____	_____	_____	_____	_____	_____	_____	Good
Dirty	_____	_____	_____	_____	_____	_____	_____	Clean
Stable	_____	_____	_____	_____	_____	_____	_____	Changeable
Weak	_____	_____	_____	_____	_____	_____	_____	Strong
Active	_____	_____	_____	_____	_____	_____	_____	Passive
Unpleasant	_____	_____	_____	_____	_____	_____	_____	Pleasant
Soft	_____	_____	_____	_____	_____	_____	_____	Hard
Simple	_____	_____	_____	_____	_____	_____	_____	Complex
Unimportant	_____	_____	_____	_____	_____	_____	_____	Important
Ugly	_____	_____	_____	_____	_____	_____	_____	Beautiful

COMMERCIAL DEVELOPMENT OF BEACHES

Complex	_____:_____:_____:_____:_____:_____:_____	Simple
Weak	_____:_____:_____:_____:_____:_____:_____	Strong
Bad	_____:_____:_____:_____:_____:_____:_____	Good
Pleasant	_____:_____:_____:_____:_____:_____:_____	Unpleasant
Passive	_____:_____:_____:_____:_____:_____:_____	Active
Hard	_____:_____:_____:_____:_____:_____:_____	Soft
Beautiful	_____:_____:_____:_____:_____:_____:_____	Ugly
Clean	_____:_____:_____:_____:_____:_____:_____	Dirty
Changeable	_____:_____:_____:_____:_____:_____:_____	Stable
Unimportant	_____:_____:_____:_____:_____:_____:_____	Important

EXISTING CITIES

Dirty	_____:_____:_____:_____:_____:_____:_____	Clean
Soft	_____:_____:_____:_____:_____:_____:_____	Hard
Strong	_____:_____:_____:_____:_____:_____:_____	Weak
Active	_____:_____:_____:_____:_____:_____:_____	Passive
Complex	_____:_____:_____:_____:_____:_____:_____	Simple
Changeable	_____:_____:_____:_____:_____:_____:_____	Stable
Unpleasant	_____:_____:_____:_____:_____:_____:_____	Pleasant
Beautiful	_____:_____:_____:_____:_____:_____:_____	Ugly
Good	_____:_____:_____:_____:_____:_____:_____	Bad
Important	_____:_____:_____:_____:_____:_____:_____	Unimportant

PLANNED MANAGEMENT OF WETLANDS

Simple	_____:_____:_____:_____:_____:_____:_____	Complex
Active	_____:_____:_____:_____:_____:_____:_____	Passive
Important	_____:_____:_____:_____:_____:_____:_____	Unimportant
Stable	_____:_____:_____:_____:_____:_____:_____	Changeable
Dirty	_____:_____:_____:_____:_____:_____:_____	Clean
Good	_____:_____:_____:_____:_____:_____:_____	Bad
Weak	_____:_____:_____:_____:_____:_____:_____	Strong
Unpleasant	_____:_____:_____:_____:_____:_____:_____	Pleasant
Hard	_____:_____:_____:_____:_____:_____:_____	Soft
Beautiful	_____:_____:_____:_____:_____:_____:_____	Ugly

PLANNED USE OF COASTAL ZONE

Unpleasant	_____:_____:_____:_____:_____:_____:_____	Pleasant
Clean	_____:_____:_____:_____:_____:_____:_____	Dirty
Important	_____:_____:_____:_____:_____:_____:_____	Unimportant
Hard	_____:_____:_____:_____:_____:_____:_____	Soft
Strong	_____:_____:_____:_____:_____:_____:_____	Weak
Good	_____:_____:_____:_____:_____:_____:_____	Bad
Simple	_____:_____:_____:_____:_____:_____:_____	Complex
Changeable	_____:_____:_____:_____:_____:_____:_____	Stable
Active	_____:_____:_____:_____:_____:_____:_____	Passive
Clean	_____:_____:_____:_____:_____:_____:_____	Dirty

UNPROTECTED BEACHES

Complex	_____:_____:_____:_____:_____:_____:_____	Simple
Soft	_____:_____:_____:_____:_____:_____:_____	Hard
Clean	_____:_____:_____:_____:_____:_____:_____	Dirty
Unimportant	_____:_____:_____:_____:_____:_____:_____	Important
Stable	_____:_____:_____:_____:_____:_____:_____	Changeable
Passive	_____:_____:_____:_____:_____:_____:_____	Active
Pleasant	_____:_____:_____:_____:_____:_____:_____	Unpleasant
Good	_____:_____:_____:_____:_____:_____:_____	Bad
Beautiful	_____:_____:_____:_____:_____:_____:_____	Ugly
Strong	_____:_____:_____:_____:_____:_____:_____	Weak